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Human Resource Management in *Bugis* Culture

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ABSTRACT

Human resource management has developed in the era of the Industrial Revolution 4.0. Local wisdom values help to develop knowledge of human resources. *Bugis* culture demonstrates the importance of human resource management. The various expressions of the *Bugis* culture recorded in *Mappalette Bola* show that it contains the human resource management carried out since the *Bugis* ancestors' time. This local wisdom is the product of the culture of the *Bugis* tribe. With the local understanding contained therein, the Buginese people have human resource management that helps develop this knowledge in the Industrial Revolution 4.0. *Mappalette Bola* moves a house or sells a home, but not land; the transfer is a traditional house on stilts made of wood, which is done in cooperation. This local wisdom has shared values to achieve one goal. The literature review research method suggests that this research will contribute to the science of human resource management and, at the same time, to the value of local wisdom, which is a knowledge prerequisite, so that it is worthy of study, implementation, and evaluation.

Keywords:

Management, Human Resource, Local Wisdom, *Bugis* Culture, Indonesia

Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

INTRODUCTION

Entering the Industrial Revolution era, 4.0 requires people to increase their human resources to face the age of information technology. The duty to manage human resources is a natural thing to keep up with the times. Human resource management science is a field of study designed to improve performance with various theories and indicators. Indicators for measuring human resource management are born from the thinking of experts in several countries on their countries' progress. The idea of human resource management is a contribution to science that will provide positive values if the government can implement it properly (Wilkinson & Leifer, 2007).

Local wisdom is the real basis of the human resource management phenomenon (Luthans et al., 2007). The value of local knowledge needs to be preserved in everyday life to demonstrate human resources management in everyday life. As managers for their lives, humans need values for their daily lives to be motivated and indicators to improve their performance (Umar, Amrin, et al., 2019). *Bugis* culture is one of the cultural treasures

of the Indonesian region (Yusriadi et al., 2019). It has been in existence for hundreds of years and has been applied to the South Sulawesi Province people to this day (Ansar et al., 2019). The *Mapalette Bola* culture was born and used by the local community as a form of mutual assistance from moving houses, i.e., moving places and their contents. Because this tradition is ancient, it is only natural that many of the local values in *Bugis* culture are beneficial because they have the weight of applied knowledge and have been passed on to future generations (Yusriadi, Tahir, et al., 2020).

Management as a science is very closely related to humans and their activities. Local wisdom in South Sulawesi Province, especially the *Bugis* tribe, can still be seen and enjoyed its beauty, such as traditional houses, traditional clothing, and others illustrating the value of human resource management born from the local culture. So that modern values that come from local wisdom in an area are beneficial to be implemented with the community's situation and condition. This paper explores several local wisdom values in the *Mapalette Bola*, which are a valuable cultural

heritage for the present to be implemented in today's life.

METHOD

The method uses a research library to apply descriptive analysis methods, namely collecting data, compiling, clarifying, and interpreting it. This research's data sources consist of journals, proceedings, online news, and other media related to this research. Data was collected by reducing data so that accurate results were obtained, while data analysis was carried out through several stages, including identification, classification, and concluding.

RESULT AND DISCUSSION

Human Resource Management

Indonesia is a developing country requiring human resources to improve performance and provide innovation and ideas for national development. Human resource management plays an essential role in the sustainability of the environment. Management is a process that uses scientific and artistic methods to apply planning, organizing, directing, and controlling functions to the activities of a group of people who are equipped with resources or production factors to achieve predetermined objectives efficiently and effectively (Wright et al., 2001). Human resources in an organization are designed to respond to developments in the work environment that are taking place in the corporate world, and thus to the importance of a human resource management program through human resource management. An organization needs qualified people in the right field, place, and time to achieve its objectives (Cowling & Mailer, 2013).

Human resource management has criteria of physical, intellectual, and mental quality (Umar, Hasbi, et al., 2019). For this reason, quality can create comparative, competitive, generative, and innovative values by using the highest possible energies, such as intelligence, creativity, and imagination. It is hoped that humans will have the ability to complete their work, develop themselves,

and encourage the self-development of their colleagues.

Human resources that are reliable and qualified in their duties' performance will make a significant contribution to the achievement of organizational objectives (Sawitri et al., 2019). This is important because it can have an impact on the success and ability of the work environment. Besides, it becomes the main thing as an organizational function because its role is significant in the progress and implementation of the corporate environment that underlies the organization's development through policies or activities that increase knowledge and skills (Yusriadi, Awaluddin, et al., 2020). Thus, the discussion of human resource management, culture has a very important role in the process of improving one's performance. Increasing the quality of culture is a process that is integrated with the process of improving the quality of human resources itself.

Local Wisdom

Local wisdom is the nation's cultural identity or personality that makes it possible for a country to absorb and transform its culture into its character and capacity (Tamsah et al., 2020). The existence of values from a life perspective in the form of local community activities responds to various problems in their life activities.

Values of local wisdom are found in several regions in Indonesia with different cultures by adjusting the surrounding environment's conditions; local knowledge has an exact role in people's lives in regulating their day-to-day behaviour. As an example of a *Bugis* culture that recognizes *siri* culture. The *Bugis* community is very much called the culture of shame. They avoid doing things that do not comply with religious and legal norms. Local wisdom is what shapes people's personalities and becomes a value in their daily lives.

The *Bugis* culture is one of the ethnic groups in Southeast Asia, with four million. The *Bugis* tribe inhabits the southwestern part of the island of Sulawesi, Indonesia. With a variety of local wisdom, it is a society with a tough character and is highly honoured. There is a culture of *Siri* to defend honour so that the people of *Bugis* are

willing to do anything to preserve their dignity. Moreover, the *Bugis* have a friendly attitude, respect for others, and solidarity (Kadir, 2017).

Mappalette Bola's tradition in the *Bugis* tribe of the South Sulawesi Province is a unique culture because it moves houses and their contents. You do this by bringing the home together and moving it to a new place. And if the distance to move to a new house is close, then the house poles are equipped with a tire to push the house up to its new level (Iswara, 2018).

Mappalette Bola is a tradition that has been going on since the time of the *Bugis's* ancestors. The practice of adopting this house is that the *Bugis* see the house as their ancestors' land so that its integrity must be maintained from generation to generation. That's why the place was utterly moved with the furniture in it (Iswara, 2018).

This community life has a long tradition of being part of science management—the existence of human life as an asset that needs to be developed and maintained. Human resources with a regional culture are the most valuable assets and must be managed daily.

CONCLUSION

Currently, several South Sulawesi Province areas have implemented the *Bugis* tribe's cultural values to explore local potential through culture for human resource development. The value of *Mappalette Bola* is part of the identity of the *Bugis* community for their daily lives. This shows that human resource management indicators have long been owned by *Bugis* people to be knowledge born of local wisdom, using cooperation as a form of community identity. This cultural value must be maintained and developed following the times; *Mappalette Bola* is the *Bugis* culture's intellectual property in the form of teamwork. This is part of the *Bugis* people's daily life, thus adding to the repertoire of knowledge, especially to manage human resources with solidarity in an organizational environment so that the vision and mission can run well as expected. With the potential intellectual property of the *Bugis* culture, so that as a *Bugis* community, they must be proud

of their culture because this culture has local wisdom values that can be used to develop one's potential. In *Bugis* culture, it is often conveyed "*melleki tapada melle; tapada mamminanga; tasiyallabuang*" (let us establish a better relationship so that the desired ideals can come true). This illustrates the dominant use of local wisdom so that an awareness of cultural potential will arise.

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